Philip Morris Promotional Fulfillment

Coupon Basic Data Sheet and UPC Code Order Form

Use this form to provide the basic information about a program which will include coupons as well as to request UPC Code assignment and art. Send this form to the PM Promotional Fulfillment Assistant, 120 Park Avenue - 8th Floor, New York, New York 10017. Telephone (212) 878-2326 with questions. All information must be provided before a UPC code will be issued.

Today's Date: 8 / 5 / 94 UPC Size %: 80 UPC CODE: ______

Prepared By: Wendy Marin Ext: 2839 OVERNIGHT DELIVERY ☐ YES ☒ NO

Send UPC To: Name: Connie Bulanda Address: 35 W. Wacker

Company Name: LB Co. City/State/Zip: Chicago

Brand Program Information: This Information is REQUIRED before a UPC will be issued.

Brand: Virginia Slims Program: VS Holiday #6 POS # 77122

Program Description: (Please Be Specific) Virginia Slims Holiday Direct Mail #6 Comp FM

Audience Reached: ☐ Offensive ☐ Defensive ☒ Both

Timing: ☐ Yearly ☒ Quarterly ☐ Holiday ☐ Other ☐ Winter ☐ Spring ☐ Summer ☐ Fall

Capture Names?: ☐ Yes ☒ No

OCR CODED? ☐ Yes ☐ No

Coupon Distribution Information: This Information is REQUIRED before a UPC will be issued.

Distribution Date: 12 / 21 / 94 Expiration Date: 5 / 31 / 95 Estimated Redemption Rate: 14 %

Total Circulation: 165M Max. Redemp. Cost/Coupon: $ 1.60

Areas of Distribution

Will Coupons Be Distributed:

☒ Nationally
☐ Regionally (see back)
☐ Specific Markets (see back)
☐ On a Test Basis

Will the distribution include military? ☐ Yes ☒ No

Method of Distribution (check only one per UPC):

☐ Magazine On Page (001)
☐ Magazine Tip-In (002)
☐ Magazine Special Unit (003)
☐ Control Circ. Magazine (004)
☐ ROP/Newsp. Single (005)
☐ ROP/Newsp. Co-op (008)
☐ Sunday Supp.-Single (007)
☐ Sunday Supp.-Co-op (008)
☐ FSI Inserts - Solo (010)
☐ FSI Inserts - Co-op (011)
☐ Hand Distribution (012)
☐ Retailer Coupon (013)
☒ Direct Mail - Solo (014)
☐ Direct Mail - Co-op (015)
☐ In-Pack-Own Product (016)
☐ ON-Pack-Own Product (018)
☐ Immediately Redeemable (020)
☐ All Other: ______ (025) Please Explain

Offer Information: This Information is REQUIRED before a UPC will be issued.

Face Value: $ 1.50 Terms of Offer: (Describe completely) $1.50 off 4pks/ctn.

Discount Offered: ______ % (% of Face Value/Purchase Price)

or Check OneBelow

☐ B1G1F
☐ B2G1F
☐ B3G1F
☐ B2G 50¢ Off
☐ B3G 50¢ Off
☐ Free Pack
☐ $1.00 Off Carton
☒ $1.50 Off Carton / 4pks.
☐ $2.00 Off Carton
☐ $2.50 Off Carton
☐ $3.00 Off Carton
☐ Checker Intervention
☐ Other - Provide Details Above

Distribution break by PM Region: *Distribution break by Market*

PM Region	# of Coupons Released (000)	Market	# of Coupons Released (000)	Market	# of Coupons Released (000)	Market	# of Coupons Released (000)
1							
2							
3							
4							
5							
Total							

For Promotional Fulfillment Use Only

UPC CODER ASSIGNED: 3104703905

Date Assigned: __ / __ / 94 Assigned By: [signature]

AFTER UPC CODE ASSIGNMENT DISTRIBUTE COPIES OF FORM AS FOLLOWS:

One Copy to Preparer
One Copy to Media
One Copy to PM Promotional Fulfillment
One Copy to Promotional Services Center
One Copy to PM Finance
One Copy to USA

#4003 PM USA/REV 3/93

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